

Red Redrico creative

From a family of visual artists, he was born with creativity and aesthetics all around him. He has mastered the art of advertising from some of the industry's best.

An award-winning visual problem solver possessing an out-of-the-box mindset, Red is more than ready to push the envelope in all areas of design. He has ever since gained ground as an Art Director for multinational ad agencies, magazine publications and other personal one-stop-solution clients.

Red breaks away from the norm as he provides a totally integrated approach that transcends the borders of brand creativity.

A Visual Communicator with an extensive knowledge in all aspects of design including concept creation, art direction, layout and composition, color theory, typography, and managing projects from concept to finalization.

An artist with a cutting-edge mentality, he is ready to push the envelope in all areas of design and has the initiative to develop and explore new ideas that would communicate what's best for the project. Produces high quality work. Has a great eye for details. Output and deadline oriented, flexible and a great team player.

“Creativity is a jungle, and Red evolves by forever discovering and learning.”



EMPLOYMENT EXPERIENCE

September 2012 - Present
President & Founder
Redrico Publishing
Marikina City, Philippines

June 2010 - April 2012
Art Director-Creative Solutions
Summit Media
(Summit Publishing Co., Inc.)
Mandaluyong City, Philippines

April 2007 - September 2009
Art Director
DDB-Rapp Philippines Inc.
Taguig City, Philippines

July 2006 - April 2007
Jr. Art Director
Expert Advertising Counselors
Marikina City, Philippines

March 2005 - April 2005
Intern
TBWA\ Santiago Mangada
Puno
Makati City, Philippines

AWARDS & RECOGNITION

Nominee
Designer of the Year 2013
International Association of Designers
Como, Italy

#1 RANK IN THE PHILIPPINES
#39 GLOBAL RANK
Philippines is now
28th in the global rankings
World Design Rankings 2013
www.worlddesignrankings.com

GOLD
A'Design Award & Competition 2013
Graphic and Advertising Design
NESCAFÉ DECAF
Glow-in-the-dark Print Ad
Como, Italy

SILVER
A'Design Award & Competition 2013
Idea Design
NESCAFÉ DECAF
Glow-in-the-dark Print Ad
Como, Italy

SILVER
A'Design Award & Competition 2013
Digital & Broadcasting Media Design
CREATIVEMANILA.COM
Website
Como, Italy



EDUCATION

University of the Philippines
Bachelors Degree in Fine Arts,
Visual Communication
2006

TRAININGS & SEMINARS

October 2008
Designing for Web 2.0
Graphic Expo: The Graphics & Publishing Seminar Series
Fiera de Manila Inc.
Makati City, Philippines

October 2008
The Basics and Beyond of Publishing Design
Graphic Expo: The Graphics & Publishing Seminar Series
Fiera de Manila Inc.
Makati City, Philippines

March 2005
Professional Apprenticeship Workshop
TBWA\ Santiago Mangada
Puno
Makati City, Philippines

MISCELLANEOUS

2012
Founder
CreativeManila.com
Online

August 2012
Speaker
Ikaw ba ay mapagmatiyag?
College of Education
University of the Philippines
Quezon City, Philippines

August 2009
Speaker
Advertising Seminar: The Art of Persuasion
Kalayaan College
Quezon City, Philippines

2003
Director
"Multiple Choice" (15 min. film)
Eksperimento Film Festival
3rd Edition
Manila, Philippines



<http://www.adesignaward.com/design.php?ID=28551>

CONTACT

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